

## Changes in the marketing direction and form of exhibitions using social media

Im-yeoreum Kim\*, Gi-Hwan Ryu\*\*

*Deptment of Tourism and Food Industry, Graduate School of Smart Convergence,  
Kwangwoon University, Korea.*

*\*\*Professor, Department of Tourism and Food Industry, Graduate School of Smart Convergence,  
Kwangwoon University, Korea*

*e-mail : {summer, allryu}@kw.ac.kr*

### **Abstract**

*With the development of SNS, companies and individuals are actively marketing through social media to develop their own products. It is also important to post posts promoting on simple SNS or to show a lot of exposure using algorithms, but customers upload reviews or proof shots of the product on their own, naturally increasing the exposure of the product and increasing the purchasing power of potential customers. As the number of products that users want to purchase through SNS is increasing, they want to access and purchase not only tangible products such as goods and food, but also intangible services through SNS. In this paper, we would like to study exhibitions that have both tangible and intangible characteristics. SNS accounts that mainly introduce these products by searching for reviews have been created while spending leisure time such as exhibitions and fairs, reducing the hassle of searching for personal interests on search engines, and providing prices and reviews from the exhibition's schedule, lowering entry barriers and increasing purchasing power. Using this point, many exhibitions not only display works, but also open various experience centers, and create a photo zone or a unique exhibition hall atmosphere to attract many customers. In this study, we study the impact of SNS on the leisure culture of exhibition. The marketing direction in the situation where SNS marketing is becoming the mainstream is presented, and the change in the form of exhibition is described and presented as an academic approach.*

**Keywords:** *Social Media, Marketing, social Network Service, SNS Technology, SCS/SUS Marketing, exhibition, Show, Virtual Brand Community, Consumer's Sentimental Toward Marketing (CSM)*

### **1. Introduction**

Exhibition is classified into various definitions. Exhibition in the dictionary sense refers to a meeting

Manuscript Received: April. 24, 2023 / Revised: April. 27, 2023 / Accepted: April. 29, 2023

Corresponding Author: summer@kw.ac.kr

Tel: \*\*\* - \*\*\*\* - \*\*\*\*

Deptment of Tourism and Food Industry, Graduate School of Smart Convergence, Kwangwoon University, Korea.

where various items are displayed in one place and are intellectually referred to by visitors. In a broad sense, the exhibition is viewed as a category of events. Events can be classified through various criteria, and the criteria have changed according to the subject, object, purpose or planning intention, form, function, and characteristics [1]. Although each researcher classified events based on different criteria, this study presents preemptive conditions for the exhibition using common goals among previous studies. In addition, events that satisfy this will be considered as exhibitions. First, the exhibition should be able to achieve economic effects by displaying its creations to the public. Second, not only economic effects but also artistic empathy of visitors should be formed through these events, and the effect of satisfying the desire for knowledge or discovery should be implied, not just something to enjoy [2]. The rapidization of social media is having a significant impact on consumer media communication. The property of instant interactive feedback between users or between media systems has played a large role in the growth of social media. It has been about 10 years since social network services (SNS) became a major communication tool for modern people, and this coincides with the introduction of smartphones to some extent [3].

The motivation for visitors to visit the exhibition is rapidly changing depending on the method of promotion or the form of the exhibition. According to the results of the study before non-face-to-face services were activated due to COVID-19, intellectual exchanges with suppliers were the main motivation for visitors when visiting exhibitions [4]. Since they visited for intangible values, not tangible services, visitors themselves visited the exhibition with simple contents such as topics and purposes, and discovered themselves. However, as non-face-to-face services became active and SNS became the main communication tool, many things changed.

Due to the expansion of social media, consumers' purchasing tendencies are also changing rapidly. SNS has a great influence when consumers in the present era purchase goods, services, and products. Before the non-face-to-face service was activated, information delivered on TV, newspapers, or oral tradition is often delivered on large social media platforms in the form of data [3] [4]. Therefore, the influence of social media in which consumers exist as subjects is increasing day by day. Rather than purchasing a product immediately after providing visual data such as advertisements or exhibitions, consumers generally recall the product through memory after a certain period of time, increasing the desire to purchase the product and leading to consumption [3]. Therefore, in order to stimulate consumers' purchase intention through marketing, it is necessary to experience the product or work directly, direct it to be remembered as a meaningful memory, and induce it to remain in the consumer's memory for a long time, or utilize SNS posts to record it, and finally shape purchasing attitudes.

## **2. Marketing direction**

### **2.1 Social Media Marketing**

As marketing using social media increases, companies in various fields are marketing by setting SNS as their main platform. Social marketing is marketing through social media such as blogs, YouTube, Twitter, and Instagram, and the viral marketing properties of SNS have an advantageous

property to spread the evaluation of products in real time [5]. Marketing through SNS is already actively carried out at home and abroad, and each brand's persona and sensibility are added to attract users' interest [6].

The higher the exposure level, the more various people are curious about the exhibition and the higher the possibility of purchasing it [7]. Although it is difficult to quickly follow the trend that people want on SNS, the number of target markets reached by one visitor by uploading one post is very wide because they want to visit the exhibition and share what they have experienced and experienced with several people.

## 2.2 exhibitions

The attributes of the exhibition are changing along with the attributes of marketing. Visitors want a space that stimulates experiences or emotions by finding out information about the exhibition through SNS and uploading experiences to SNS [8]. According to previous studies, among the experience attributes of the exhibition, educational experience affects only functional values, entertainment experience affects only emotional values, and aesthetic experience affects social and emotional values. On the other hand, deviant experiences were found to affect all social, functional, and emotional values. In addition, social value, functional value, and emotional value, which are the consumption values of exhibition visitors, were all found to have a significant effect on purchase intention [9].

Therefore, as in the past, visitors are more interested in works or topics and visit exhibitions for various experiences rather than leisure activities, and it can be seen that the desire to visit the exhibition is stimulated by sharing their experiences through SNS.

By exhibition area	2020				2021			
	total	uncertified	certification	Authentication rate (%)	total	uncertified	certification	Authentication rate (%)
total	288	169	119	41.3	593	459	134	22.6
5,000m <sup>2</sup>	156	105	51	32.7	227	211	16	7.0
5,000m <sup>2</sup> ~ 9,999m <sup>2</sup>	104	55	49	47.1	197	154	43	21.8
10,000m <sup>2</sup> ~ 14,999m <sup>2</sup>	18	6	12	66.7	88	50	38	43.2
15,000m <sup>2</sup> ~ 19,999m <sup>2</sup>	6	2	4	66.7	32	17	15	46.9
20,000m <sup>2</sup> ~ 29,999m <sup>2</sup>	3	1	2	66.7	31	19	12	38.7
30,000m <sup>2</sup> ~	1	-	1	100.0	18	8	10	55.6

**Figure 1. Exhibition Number of exhibitions held by size of exhibition area.**

Looking at the table, it can be seen that the number of exhibitions held has increased regardless of last year. many companies are leading SNS marketing by using the attributes of exhibitions. In the food genre, exhibitions are used to communicate with customers and generate ripple effects on SNS in various fields such as clothing, daily necessities, and animation, such as Roevena, Rush, and MCM, which collaborated with Haribo and Ghibli Howl's Moving Castle. As such, exhibitions are changing their characteristics as a means of marketing, not just an area of leisure. The number of visitors to the exhibition has slowed down for a while due to the COVID-19 incident, but it is increasing again. Also,

as mentioned above, exhibitions are an effective means of stimulating visitors' emotions [11] [10]. The space itself creates an atmosphere suitable for the works or products of the exhibition and induces visitors to fall into the space using sound, lighting, and structures to maximize it. It can even satisfy various senses such as smell and touch.

### **3. Conclusion**

Research on the attributes and characteristics of exhibitions has continued, but research on the connection between social marketing and exhibition marketing is insufficient. This study compared the two marketing attributes and maximized connectivity, and described the changes in the two attributes in detail. Companies or individuals in charge of exhibitions can conduct pre-exhibition promotions to many target groups using an easily manipulated platform called SNS. As a result, it can reach not only existing customers but also new customers, such as recruiting visitors, promoting exhibitions, providing exhibition information to those interested in exhibitions, or giving new experiences to those with leisure time.

The scope and impact of social media are enormous beyond quantification. Visitors who visit after seeing the promotion will see, experience, and have a special experience. This is uploaded to SNS again, and those interested in the exhibition are stimulated by looking at the visitors' posts. Even those who were not interested in it may be motivated to visit for a special experience or may be an opportunity to recognize a new option called an exhibition for leisure activities. Individuals have a big goal in notifying their work or brand, and the marketing effects of exhibitions cannot be ignored, such as changing the fixed image that companies already have or being able to communicate with many customers. Various benefits can be generated through the process of branding the exhibition itself using social media and marketing it once again to visitors who visit the exhibition through the exhibition. First of all, it can reach customers directly, and in the case of exhibitions selling products, it can immediately arouse customers' desire to purchase, and it can be a more economical means in terms of meeting various people at a single opportunity. However, unlike online, there are definitely disadvantages that follow in the case of face-to-face marketing.

Human resources to manage the space are essential, and images and messages to be remembered by visitors should be accurately planned so that visitors who watch the exhibition can know what the goal of the promotion is. Companies or individuals should plan and carry out marketing so that they can maximize the advantages of the spatial characteristics of the exhibition and cross online and offline in consideration of the ripple effect of social media online. Marketing is a discipline that is constantly being studied. However, with after COVID-19, many services have changed to online and non-face-to-face services, the exhibition needs to be studied by utilizing offline characteristics to provide visitors with experiences that could not be felt online and maintaining changed properties as a marketing tool. This study is meaningful in that it makes an academic contribution by laying the foundation for future research and defining the connection between attributes.

### **References**

- [1] Cho, Yoon-Shik and Kim, Ok-Hee. The Effect Relation of Visitors' Motivation, Exhibition Attributes, and Visitors' Satisfaction. pp 25~ 42.

- [2] Min Jung Kang. The Effect of Beauty Influencer Characteristics on Relationship Continuation Intention and Purchase Intention - Focusing on Mongolian Consumers  
DOI: <http://dx.doi.org/10.7236/IJIBC.2023.15.1.33>.
- [3] Kwang-Woo Lee. The Structural Relationship between SNS Sports Advertisement Engagement and Advertising Attitude and Purchase Intention. *International Journal of Internet, Broadcasting and Communication* Vol.13 No.4 169-175 (2021)
- [4] Jeongjung Nam. Social Media Marketing Strategy *International Journal of Internet, Broadcasting and Communication* Vol.14 No.1 219-223 DOI: [http://dx.doi.org/10.7236/IJIBC.2022.14.1.219\\_\(2022\)](http://dx.doi.org/10.7236/IJIBC.2022.14.1.219_(2022)).
- [5] D. Georgi and M. Moritz, "eCCIq: The quality of electronic customer-to customer interaction," *Journal of Retailing and Consumer Services*, 20(1), pp.11-19. 2013. DOI:10.1016/j.jretconser. 2012.08.02.
- [6] ] M. Zhang, B. J. Jansen, and A. Chowdhury, "Business engagement on Twitter: a path analysis," *Electronic Markets*, 21(3), pp.161-175. 2011. DOI:10.1007/s12525-011-0065-z
- [7] A Study on the Optimization of Library SNS Marketing. *Journal of the Korean BIBLIA Society for library and Information Science* Volume 24, Issue3, p157~180, 30 Sep 2013.
- [8] Kim Minwoon and, Hwang Jaedong, "Exploring the Possibility of Using Chatbots in Multicultural Education in Korea.", pp. 23-42 (20 pages) 2021, vol.10, no.2.
- [9] YOON YEOBOM1 and Park Miae, *Artificial Intelligence and Primary English Education: With Special Reference to Chatbots*
- [10] Anqi Shi, Young-Sun Kim and Bong-Seok Kim The effect on the experience of the consumption value and purchase intention of visitors in exhibitions. 03/31/2022, Vol. 17, Issue 1, p. 21-45
- [11] Lee, Chang-Hyeon. Lee, Chang-Hyeon and Lee, Chang-Hyeon. Space design Effect on Marketing - Concentrating on B to B transaction. DOI : <http://dx.doi.org/10.17548/ksaf.2015.06.20.147>